

Claims

1. A method of promoting a skin care product,
said method comprising

(i) taking a standard photograph of the skin of a
person;

(ii) taking at least one additional photograph of
the skin of said person, said additional photograph
selected from the group consisting of an ultraviolet
photograph, a blue fluorescence photograph, and a
polarized photograph;

(iii) presenting said standard photograph and said
at least one additional photograph to said person; and

(iv) suggesting skin care products based upon said
person's review of said presented photographs.

2. A method of claim 1, wherein said method
further comprises presenting said person with one or more
questions relating to said presented photographs and said
suggestion of skin care products is based upon said
person's answers to said one or more questions.

3. A method of claim 1, wherein said method
comprises taking a polarized photograph.

4. A method of claim 2, wherein said method
comprises taking a polarized photograph.

5. A method of claim 1, wherein said method comprises taking an ultraviolet photograph.

6. A method of claim 2, wherein said method comprises taking an ultraviolet photograph.

7. A method of claim 3, wherein said method further comprises taking an ultraviolet photograph.

8. A method of claim 4, wherein said method further comprises taking an ultraviolet photograph.

9. A method of claim 3, wherein said polarized photograph is taken with a camera by (i) filtering light emitted from a light source with a polarizing filter and (ii) not filtering the light entering said camera with a polarizing filter prior to such light entering said camera.

10. A method of claim 4, wherein said polarized photograph is taken with a camera by (i) filtering light emitted from a light source with a polarizing filter and (ii) not filtering the light entering said camera with a polarizing filter prior to such light entering said camera.

11. A method of claim 5, wherein said ultraviolet photograph is taken by filtering light emitted from a light source with an ultraviolet A filter.

5 12. A method of claim 6, wherein said ultraviolet photograph is taken by filtering light emitted from a light source with an ultraviolet A filter.

10 13. A method of claim 7, wherein said ultraviolet photograph is taken by filtering light emitted from a light source with an ultraviolet A filter.

15 14. A method of claim 8, wherein said ultraviolet photograph is taken by filtering light emitted from a light source with an ultraviolet A filter.

20 15. A method of claim 1, wherein said standard photograph and at least one of said at least one additional photograph are taken with a single digital camera.

25 16. A method of claim 2, wherein said standard photograph and at least one of said at least one additional photograph are taken with a single digital camera.

17. A method of claim 10, wherein said standard photograph and at least one of said at least one

additional photograph are taken with a single digital camera.

5 18. A method of claim 14, wherein said standard photograph and at least one of said at least one additional photograph are taken with a single digital camera.

19. A method of claim 15, wherein said standard photograph and said at least one additional photograph are taken within a period of less than about 30 seconds.

20. A method of claim 16, wherein said standard photograph and said at least one additional photograph are taken within a period of less than about 30 seconds.

21. A method of claim 17, wherein said standard photograph and said at least one additional photograph are taken within a period of less than about 30 seconds.

22. A method of claim 18, wherein said standard photograph and said at least one additional photograph are taken within a period of less than about 30 seconds.